



WXYZ

ORDER

Flight Dates **10/30/12-11/05/12**

Contract / Revision **315071 /**

Original Date / Revision
10/17/12 10/17/12

Advertiser **Taxpayers Against Monopol**

Agency **Nonbox**

Buying Contact

**5307 S 92nd Street
Hales Corner, WI 53130**

Product

Taxpayers Against Monopolies Iss

Agency Com 15%

Billing Contact

**5307 S 92nd Street
Hales Corner, WI 53130**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **01937**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	56	\$107,185.00	\$126,100.00	0.00	10/29/12	11/05/12	56	\$107,185.00	\$126,100.00
Totals	56	\$107,185.00	\$126,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/30/12	11/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$900.00	FX	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$900.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$900.00		0.00			
N 2	WXYZ	10/30/12	11/05/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--		4				\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$2,000.00		0.00			
N 3	WXYZ	10/30/12	11/05/12	GMA M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00



WXYZ

Print Date: 11/16/12

Page 2 of 3

Contract / Revision **315071** Flight Dates **10/30/12-11/05/12** Hiatus Dates
 Original Date / Revision 10/17/12/ 10/17/12 Order Sep 00:20:00
 Advertiser **Taxpayers Against Monop** Product **Taxpayers Against Monop** Estimate # **01937**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N 4	WXYZ	10/30/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,000.00		0.00			
N 5	WXYZ	10/30/12	11/05/12	12-1pm M-F 12-1pm	CM	12-1pm	11111--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
N 6	WXYZ	10/30/12	11/05/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$2,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,000.00		0.00			
N 7	WXYZ	10/30/12	11/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$2,500.00	FX	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,500.00		0.00			
N 8	WXYZ	10/30/12	11/05/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$2,500.00	FX	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$2,500.00		0.00			
N 9	WXYZ	10/30/12	11/05/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	11111--	:30	5	\$3,000.00	FX	0.00	NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 1111--					4	\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$3,000.00		0.00			
N 10	WXYZ	10/30/12	11/05/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1111111	:30	7	\$5,000.00	FX	0.00	NM	7	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- 111111					6	\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$5,000.00		0.00			
N 11	WXYZ	11/03/12	11/03/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$900.00		0.00			
N 12	WXYZ	11/03/12	11/03/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-					1	\$2,000.00		0.00			
N 13	WXYZ	11/04/12	11/04/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S					1	\$1,800.00		0.00			
N 14	WXYZ	11/04/12	11/04/12		CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
				GMA SUN 7-8am												
				GMA SUN 7-8am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S		1		\$900.00		0.00						
														Totals	56	\$126,100.00